

NOTICE OF MEETING OF THE SHAREHOLDERS OF LABEL'VIE IN AN ORDINARY GENERAL MEETING

Ladies and Gentlemen, shareholders of the company LABEL'VIE, a Public Limited Company with share capital of 289,395,700 dirhams, whose registered office is located at Rabat-Souissi, Km 3.5 corner of Rif and Zaërs streets, registered in the Rabat Trade Register under number 27,433 (the "Company"), are called to an Ordinary General Meeting (the "General Meeting") which will be held at the company's administrative headquarters located in Skhirat, rural commune of Assabah, prefecture of Skhirat Témara, Ouled Othmane, National Road No. 1, on:

JUNE 26, 2025 AT ELEVEN (11) O'CLOCK

For the purpose of deliberating on the following agenda:

- * Authorization of the program for the issuance of a new bond loan;
- * Delegation of powers to the Board of Directors to take all necessary measures and conclude any agreement to ensure the successful completion of the bond issuance;
- * Granting of powers.

It is recalled that shareholders may attend this General Meeting upon simple justification of their identity.

As such, bearer shareholders must deposit or have their bank send to the registered office, prior to the General Meeting, the certificates confirming their registration in an account with an authorized financial intermediary, and registered shareholders must have been previously registered in an account, either as pure registered or administered registered, prior to the General Meeting.

Shareholders who meet the conditions required by Article 121 of Law No. 17-95 on public limited companies as amended and supplemented (the "Law") and who hold the participation required by Article 117 of said Law, have a period of 10 days from the publication of this notice to request the inclusion of draft resolutions on the agenda of this General Meeting. Their requests must be sent to the registered office by registered letter with acknowledgment of receipt.

The documents required by law are made available to shareholders at the registered office and at the location of the meeting.

A shareholder may be represented by another shareholder with a mandate, by their spouse, or by an ascendant or descendant, as well as by any legal entity whose corporate purpose is the management of securities portfolios.

Procedures for voting by correspondence

Shareholders may vote using a postal voting form. This form is made available to shareholders at the Company's registered office. It can also be downloaded from the Company's website: <https://labelvie.ma>

The form must be accompanied by the original certificate issued by the entity holding the shares and must either (i) be sent by registered mail with acknowledgment of receipt, or (ii) delivered in person against receipt, to the registered office of the Company, no later than two (2) days before the meeting of the General Meeting.

Any form not accompanied by the original certificate of ownership of the shares and/or not received within the time limit mentioned above will not be counted for the vote on the resolutions.

It is specified that in accordance with the provisions of paragraph 3 of Article 122 of the Law, this notice of meeting shall serve as the notice of convocation in the event that no request for inclusion of draft resolutions on the agenda of this General Meeting has been received in accordance with Article 121 of the Law.

The draft resolutions to be submitted to this General Meeting, as determined by the Board of Directors, are presented as follows:

ORDINARY GENERAL MEETING OF JUNE 26, 2025

DRAFT RESOLUTIONS

FIRST RESOLUTION

The Ordinary General Meeting, having reviewed the report of the Board of Directors relating to a bond issuance program, authorizes, pursuant to the provisions of Articles 292 and seq. of Law 17-95 as amended and supplemented, the program for issuing, in one or more tranches over a period of five (5) years from this General Meeting, a new bond loan, by private placement, for a maximum total nominal amount of one billion five hundred million (1,500,000,000) dirhams (the "Bond Loan").

The Ordinary General Meeting resolves to limit the amount of the issuance to the amount actually subscribed at the end of the subscription period.

SECOND RESOLUTION

The Ordinary General Meeting resolves to delegate to the Board of Directors, with the power to subdelegate to the Chairman of the Board of Directors, or to any person designated by him, the necessary powers in order to:

- 1) Proceed, during a period of five (5) years from the date of this Ordinary General Meeting, on its sole decisions, at times, under conditions, and in accordance with terms it deems appropriate (in compliance with the terms and conditions set by this General Meeting), with the issuance, in one or more instances, of the Bond Loan;
- 2) Determine the nature and all the terms and characteristics of each of these issuances (in compliance with the terms and conditions set by this General Meeting), including breaking the Bond Loan into several tranches and sub-tranches, setting the nominal amount of the bonds, setting the opening and closing dates for subscriptions, setting the settlement-delivery date, and preparing the subscription form;
- 3) More generally, enter into all agreements, take all measures, and fulfill all required formalities, and generally do whatever is necessary for the completion of the Bond Loan as mentioned above.

THIRD RESOLUTION

The Ordinary General Meeting grants all powers to the bearer of an original, a copy, or an excerpt of these minutes to carry out all legal formalities.